

## Interpreting the Map

The thematic map shows the count of age 0 firms (also known as start-ups) by state in 2018. These data show new firms are concentrated in high population states such as California, Florida, Texas, and New York. Other states with greater than 13,000 startups include Illinois, North Carolina, and Georgia.

## **Helpful Hints**

- Hover over a feature in the map to see the exact count of startup firms in each state.
- Use the "Geography" dropdown to look at spatial comparisons at the County, Metro/Micropolitan Area, or Metro/Non-Metro Area level.
- Use the "Measures" dropdown to look at different business dynamics measures.
- Click the "Table" icon (above "Settings" to see the data behind the map).
- Click the "Download Data" icon (top-right corner of the map window) to download the data table.
- Use "Filters" to refine the analysis further, such as looking at counts of startups by NAICS industry.

